



GNSS for consumers

Greg Turetzky

44th CGSIC meeting



- Leading provider of GPS enabled location technology
 - Completed IPO in April, **\$500M+** market cap
 - Focus on chip-set, IP and location enabling software
 - Leading supplier of GPS chipsets
 - **180+** employees worldwide
- Market leadership position in consumer markets
 - Wireless communications, Mobile Computing, Automotive, **Embedded Consumer** and Enterprise platforms
 - Broad range of product offerings
- Strong IP portfolio
95 plus patents issued and **180 plus** filed
- Driving technology for GPS+wireless ecosystems
 - Servers, standards, integration and performance



- New GNSS signals add significant value
 - More transmitted power
 - Faster TTFF, better availability, better accuracy
 - New coding schemes
 - More signal processing gain, improved cross correlation
- Consumers only require single frequency
 - All needed corrections for accuracy come from server in near real time
- Dual frequency system unlikely
 - Antenna size is problematic
 - Additional band inside phone creates more intermods



SiRF's Involvements

- SiRF is proactive in Galileo
 - Partnered in iNavSat bid
 - Provided market and technical support
- SiRF is contributing to GPS modernization
 - Continued involvement in L2C and L5
- SiRF will be ready when signals are ready
 - Applicability has to be mass market
 - Chips are built faster than satellites
 - Accelerated launch schedule would provide biggest benefit

Customers are ready for improvements now!